zune brand guidelines

V3.0

zune

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welcome to zune

VISION

Zune uses essential elements of community, context and connection to amplify your discovery and enjoyment of digital entertainment.

Zune empowers total creative expression, connecting artists with audiences in richer ways.

Zune innovates through continual personalization to engage every individual in its community more deeply with the music, video & games they love.

POSITIONING

Zune is the personalized entertainment network that ignites rich connections between your digital media and social circle through innovative devices, software and services.

ZUNE ESSENCE

zune
inspires
connections

THE ZUNE NAME

When selecting a brand name, we searched for a word we could own that sounded both active and fun while suggesting an association with music and technology.

Our name is a constant reminder to deliver a meaningful brand experience to consumers – synonymous with the adventure of music discovery, community and personal entertainment.

3 RED THREADS

Zune maintains a comprehensive philosophy based on three key brand pillars, persistent values that weave throughout our design, product and brand experience.

RICH DISCOVERY

Zune is about community-powered discovery, expanding your personal universe of music, video, and games through meaningful connections across software, services and hardware. Zune puts the content in context at every turn.

SIMPLE CONNECTIONS

Zune lets you enjoy your digital entertainment simply and fluidly everywhere, all the time.

YOU MAKE IT YOU

Zune provides rich ways for both artists and consumers to express their individuality and to enjoy Zune on their own terms.

3 RED THREADS

Each red thread is founded on two critical insights which define it.

rich discovery

SOCIAL DISCOVERY

There's a conversation behind every song, video and game and exciting connections to be made with every exchange.

With Zune, social activity is an integral part of your experience.

Zune is alive and uses the power of community to make it easy for you to make great discoveries through human interactions.

SIX DEGREES OF CONTEXT

We don't just deliver content – we serve it up in valuable context. Immerse yourself by following your curiosity as Zune makes great recommendations at every turn.

One thing leads to another. Every click you make is a potential launch pad to a series of more rewarding associations – Zune can tell you all about whatever you're into and helps you sift through the infinity of available entertainment to zone in on stuff you love.

3 RED THREADS

simple connections

SMART SIMPLICITY

Zune provides easy ways to discover and enjoy your entertainment through intelligent features.

Zune makes the process of connecting with your entertainment less complicated and more fulfilling, with features that enhance user experience appropriately, when they want it. Effortlessly set up and maintain your device, accessories and software.

Enjoy music without a hassle and find exactly what you're looking for without confusion or clutter.

FLUID CONNECTIONS

Zune is always at your fingertips, with wireless access to your media wherever you are, at any time

Zune follows your life on the go as you move between different locations and screens.

Wherever you are, your music, videos and friends are always accessible to you. From home, work, car, school or anywhere - Zune works seamlessly across locations & accessories.

3 RED THREADS

you make it you

PLATFORM FOR ARTISTS

Zune adds new dimensions to music, giving creators a dynamic means for engaging with audiences.

Artists can draw participants into their world with 3D media that is fresh, live and interactive.

Zune offers a unique brand of interaction between artists and their audiences that generates genuine positive exposure in collaboration with community.

EXPRESS YOURSELF

Zune gives you the freedom to customize and personalize to suit your individuality through its hardware, software & services.

It's easy and fun to tweak Zune in almost every way, totally making it yours.

Tune your Zune to reflect your personality, share playlists, recommendations, and new connections with other music lovers in the Zune Social.

BRAND IDENTITY

values and traits

VALUES are consciously held beliefs, while TRAITS are innate qualities.

VALUES

INDEPENDENT IN SPIRIT
We don't conform nor do we try to be everything to everyone.

AUTHENTICITY THROUGH ACTION
Never say it, be it. We love music, video, and gaming and our passion is seen through genuine actions.

ORGANIC IN EXPERIENCE
An honest self-expression that is intimate and unpredictable as musical tastes – always changing, always adapting.

TRAITS

WARM
Zune is a welcoming proposition – an invitation to join a larger experience and connect to others.

HUMAN
Zune's purpose is to create and be a conduit for meaningful and human connections.

REAL
Zune is accessible – real people and situations are at the center of the brand.

DELIGHTFUL
Zune creates impactful moments which delight and enrich the soul.

BRAND IDENTITY

point of view

POINT OF VIEW is Zune's general perspective and outlook on life.

WE BELIEVE IN COMMUNITY POWER

Zune is an emotional space more than a technological space. It's about more than listening to music, watching videos, or playing games. Zune is about immersing in the experience with friends.

WE'RE HONEST

Tell it like is and practice fanatical consistency. State your case and let people make up their own minds. Don't try too hard.

WE'RE INDEPENDENT

There is no single arbiter of cool. We like to make up our own minds about what is fun, interesting, and entertaining. Sometimes it's a popular band or song. Often it's something most people have never heard of. Either way, we make up our own minds.

WE STRIVE FOR SIMPLICITY

Don't get crazy with tech-speak. Stick to the basics.

WE'RE OPEN AND INCLUSIVE

Zune is a social machine. We should always act like it.

WE LIKE THE UNEXPECTED

Life, journeys, and choices are always changing and evolving. Let's be open to the unexpected.

BRAND IDENTITY

tone

TONE is how the Zune brand sounds when it needs to communicate.

INTEGRITY
Create and portray and honest point of view people can rally around.

AMUSING
We're an entertainment brand. It's supposed to be fun, loose, informal, and unpredictable.

THOUGHTFUL
We're not shouters nor do we put a mirror up to our consumers and expect to be recognized. Let the content of what we are saying rise above the noise.

FRIENDLY
Talk to people like they're your friends, not like a demographic or target market.

POSITIVE AND RESPECTFUL
Don't insult our competitors. When you insult the competition, you insult their customers. Stay positive and respect what others have accomplished.

SMART AND SOPHISTICATED
We're not arrogant – we don't boast. But we are confident in who we are and what we're doing.

BRAND IDENTITY

authoring guidelines

How the Zune brand expresses itself in writing.

WORD CHOICE

Be authentic to the space
music ☺ / content ☹

Be authentic to the target demographic
find ☺ / navigate to ☹

Avoid tech talk
song ☺ / file ☹

Consider common usage
replace ☺ / overwrite ☹

Less work, more fun
update your Zune ☺ / download firmware ☹

PHRASING

Direct, active voice
"The limit of songs and other audio files that can be in a playlist is 2000." ☹

"A playlist can hold up to 2000 songs and other audio files."☺

Simple, short constructions
"You can change the order of the items by dragging and dropping them within the list" ☹

"Drag items anywhere in the list to change the order." ☺

Human oriented
"Instead of syncing your entire collection, you can configure the software to sync one or more playlists automatically." ☹

"Instead of syncing your entire collection, you can choose to sync one or more playlists automatically." ☺

Informal, casual, natural
"Unlike playlists, the quick list on your device is temporary – a work in progress if you will – and you can make only one at a time." ☹

"After 24 hours, you'll have to restart your Zune and find that sweet spot in the playlist yourself." ☺

VISUAL IDENTITY

techno logic, human nature

The logo – with its warm matrix of nodes and linear connections – is a metaphor for making connections. It evokes the complexity of a network with the emergent simplicity of a holistic form, the imbedded "Z".

Our Zune logo is an organic molecule meant to suggest the pleasures of shared experiences, guided discoveries, and the power of community. It's inviting and has a lively glow, while beaconing a premium device and service.

zune™

GEM LOGO

The gem logo glows with an innate pulse of character. It exhibits the potential to create interesting patterns from within itself while still retaining an essential consistency.

The logo's many junctures evoke the image of a living network, thriving with interesting connections.

THE WORDMARK

The wordmark is simple and well-rounded. The central balance of the "un" letter shape in "zune" creates solid internal gravity. Lowercase letter forms and neutral tones make it feel relaxed, while tiny diagonal cuts on the "z" & "e" parenthesize the word shape with signature luxury.

LOGO AND WORDMARK

VERTICAL LOCKUP

In situations where a horizontal lockup is either impractical or impossible to execute, the lockup with a vertical relationship between the logo and wordmark may be used.

HORIZONTAL LOCKUP

This is the preferred configuration of the logo and the wordmark and should be used whenever possible.

LOGO ONLY

This logo can solo in select circumstances; all logos without a wordmark lockup require formal review and approval by the Zune Brand Team.

LOGO EXTENSIONS

logo extensions

Logo extensions are limited to describing core businesses, strategic partnerships or select services associated with Zune. The Zune gem logo will be used as the primary element next to a title that describes the service, balanced in harmonic proportions reminiscent of the Zune wordmark.

The extension font is Segoe light uppercase and applies the Horizontal Logo and Wordmark as the default instance. Logo extensions will be executed by the Zune Brand team only.

Use Segoe Light as the only complementary font for all brand extensions. The extension must always match the same color as the Zune wordmark- in this case, Cool Grey.

ENERGY BAR

orangenta - zune's signature gradient

The orange and magenta colors were designed to be used together in a gradient energy bar used to label all brand assets. Neither color should be used in isolation within the energy bar.

GRADIENT LABEL INTEGRATION

For maximum impact, apply the gradient strategically as a signature touch. The colors should never inhabit more than 8% of total available space. The gradient should only be employed as a label accent, not as the primary field of color in layouts.

The color exchange between magenta and orange should split the center point of the bar.

ENERGY BAR

vertical, horizontal and diagonal gradient direction

Otherwise, when the gradient appears as a pop label, it must always be positioned in either a vertical, horizontal or diagonal rectangle. The orange to magenta gradient should always read left to right or bottom to top. This reinforces its role in framing , and maximizes the descriptive distance on the orange-to-magenta scale.

COLOR PALETTE

signature logo colors

There's a harmonic convergence between the orange and magenta colors in the logo. The color fade connotes transformation – implying movement, affinity, warmth, energy, and intensity. The colors appeal to both men and women.

The orange and magenta blend are intended to be used together as a gradient – neither color should appear on its own. This gradient is the signature flourish underpinning the Zune visual language.

wordmark color

Zune Cool Grey was selected as the color for the Zune wordmark. It contrasts and counter-balances the vibrant gradient. Cool Grey is to be used in the wordmark alone, reinforcing its perserverance as one of the anchoring lockup colors. In extreme cases, it's permissible for the wordmark to appear in black or white to ensure legibility.

Pantone Orange 21C
Zune Magenta Orange
C00 M68 Y100 K00

Pantone Process Magenta C
Zune Magenta
C00 M100 Y10 K0

Pantone cool grey 8C
C23 M17 Y13 K41

COLOR PALETTE

primary palette

The primary color palette comprises neutral hues that serve as a complementary balance to the visual pop of the gradient energy in the gem logo.

White	Pantone cool grey 1C	Pantone cool grey 3C	Pantone cool grey 8C	Pantone 8001C metalic - silver foil	Pantone 426C

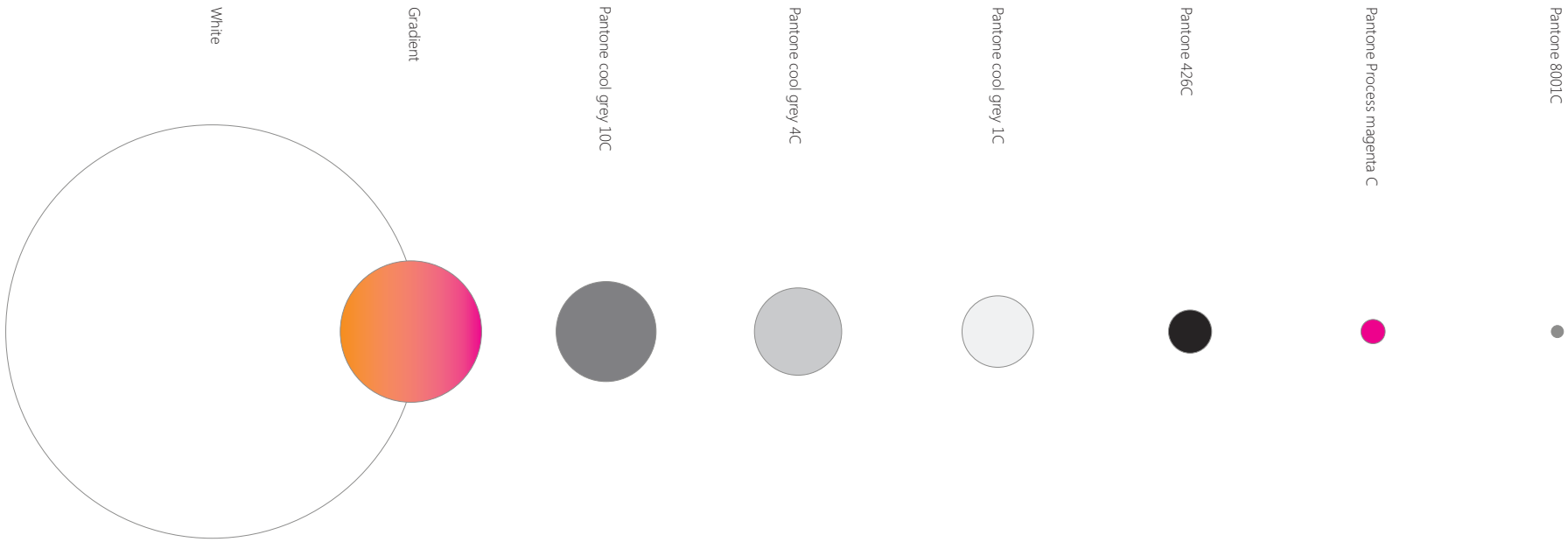
secondary palette

Magenta can sometimes be usedas a highlight or accent color, although Orange is to be avoided.

Pantone Process Magenta C

COLOR PALETTE PROPORTION

The diameters of the color circles, below, indicate the relative proportions of color application in relation to each other. White is predominant, followed by the bold focus of our signature Orangenta gradient and supported by a medley of greys and blacks. Magenta may be occasionally be used as an accent.



TYPOGRAPHY

font

Segoe offers versatility as our core type with bold, regular, and light fonts. This modern, simple font is instinctively characterizes our brand headlines and body copy without competing against overall design. When appropriately applied, Segoe accompanies any layout beautifully:

SEGOE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Segoe Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

segoe light

abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY

font usage

SEGOE BOLD UPPERCASE

For headlines.
Short attitudinal brand messaging, such as advertising headlines, should be in uppercase letters.
tracking: -40/1000 em.
leading: 80% of font size (e.g., 60pt font requires 48pt leading)

segoe light lowercase

For sub-headlines, and UI use segoe light in lowecase letters.
tracking: 0/1000 em.
leading: 100% of font size (e.g., 8pt font requires 8pt leading)

SEGOE REGULAR UPPERCASE

For titles use segoe regular in uppercase letters.
tracking: 0/1000 em.
leading: 100% of font size (e.g., 8pt font requires 8pt leading)

Segoe Regular upper and lower cases

For body copy use segoe regular in upper and lowercase letters.
tracking: 0/1000 em.
leading: 100% of font size (e.g., 8pt font requires 8pt leading)

Other type conventions require formal approval by the Zune Brand Team.

TYPOGRAPHY

font proportion

THIS IS A HEADLINE Segoe Bold uppercase 60pt.

this is a subheadline Segoe Light lowercase 30pt.

THIS IS A TITLE Segoe Regular uppercase 15pt.

This is body copy Segoe Regular upper and lowercase 12pt..

TYPOGRAPHY

color usage

Segoe can be used with several colors, preferably falling within the brand palette.
Deviating type conventions can be petitioned for approval by the Zune Brand Team.

HELLO Hello hello

HELLO Hello hello

HELLO Hello hello

HELLO Hello hello

HELLO Hello hello

don't

~~FiNe TuNe YoUr ZuNe~~

...Jumble upper & lower case letters within words.

~~FINE tune YOUR zune~~

...Mix upper & lower case words in sentences.

~~FINE TUNE YOUR ZUNE~~

...Mix colors or fonts within a single word.

~~FINE TUNE YOUR ZUNE~~

...use orange

BRAND IN ACTION

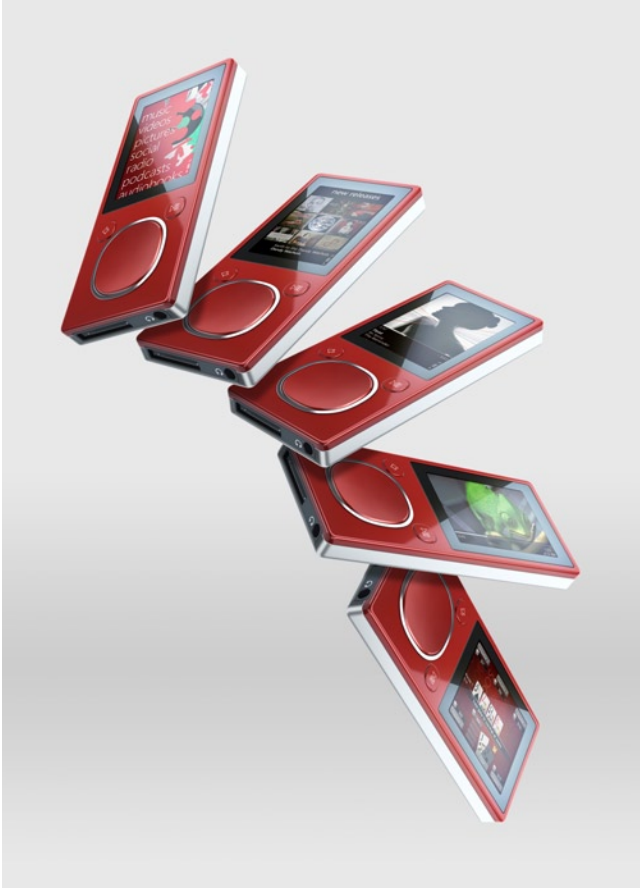
The following section brings all of the previous identity elements together to demonstrate the creative flexibility of the Zune brand in action.

PHOTOGRAPHY

product

Zune product photography showcases the floating device - freeing it from gravity to become a weightless object of desire on a limitless background. It should always convey a sense of being alive in freefall. Screens always show a layer of reflection to emphasize the premium quality of the glass.

As for on-screen graphics, consult page 39 (device ui) for standard images or ask Zune Creative for the most recent options available.



PHOTOGRAPHY

lifestyle

REAL SHARED MOMENTS
The most important principle for photographic content in Zune campaigns is capturing authentic human moments and natural looking device usage.

These moments should a range of realistic everyday scenarios where people encounter entertainment, from individuals to groups.

CASTING/STYLING
Casting should be evenly balanced between male and female. Zune is a cross-cultural brand, so there should be a diverse ethnic mix. Models should feel authentically cool and original, not plastic.

In group settings, they should feel like they actually belong together.

The cast should be styled individually, like real people expressing believable personal styles.

EXAMPLES OF "NATURAL MOMENTS"
- Reacting to live music.
- Using Zune as an accessory at group activities.
- Groups gathered around Zune watching video.
- Downtime, like playing a game on a plane.
- Eating, hanging out, exercising.
- Commuting on the bus or train.
- Animated moments between two people.
- Standing out, from the streetcorner to a party.

PEOPLE WITH PRODUCT
The Zune device is most compelling when it's being used. When the device is photographed, the usage scenario must feel really authentic. There should never be moments where someone is using the device in a waythat wouldn't make intuitive sense.

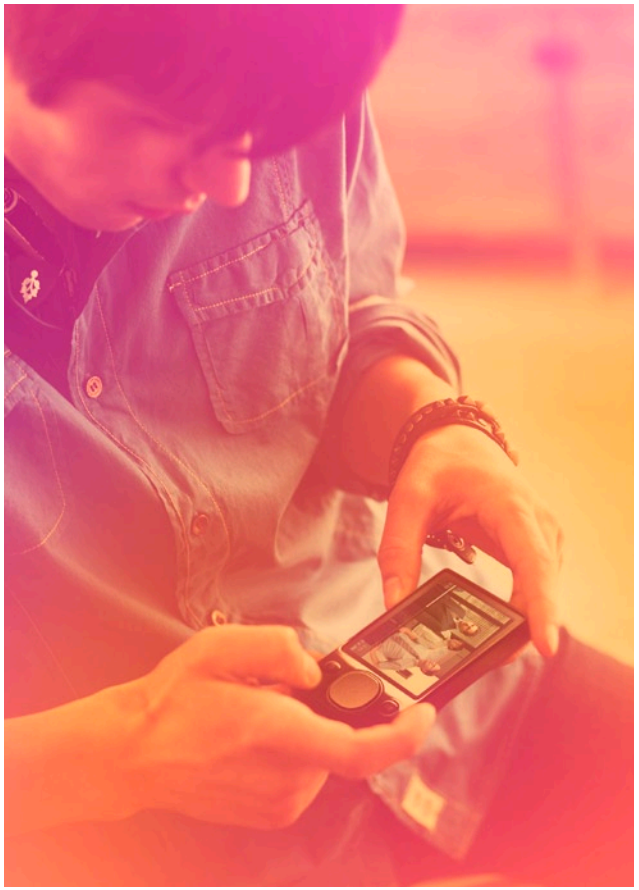
EDITORIAL – NEVER STAGED OR POSED
Like all great documentary photography, images for Zune campaigns must elicit moments of genuine human emotion.

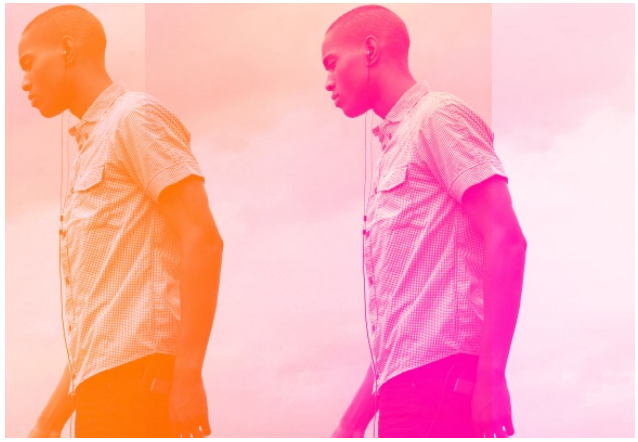
Even though lifestyle shoots technically need to be orchestrated, once the shooting starts we should never feel the subjects are posed.

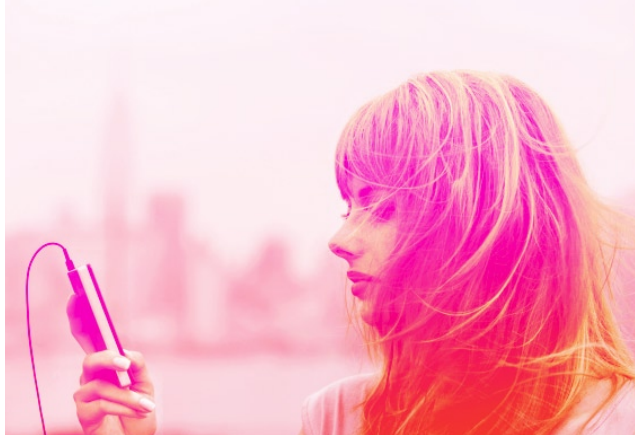
PHOTOGRAPHY

lifestyle

Tight depth of field puts subjects in candid focus against soft environmental abstractions. We're also expanding the use of our signature gradient – releasing "the cloud" from contained shapes and applying it as a diffuse tint to some photography. It calls out the pervasive, infectious energy of the Zune brand. The cloud also works as a standalone environmental effect as you can see throughout the brand guidelines. Notice how the spectrum for the cloud is slightly extended to include hints of complementary purples and yellows with the orangenta.





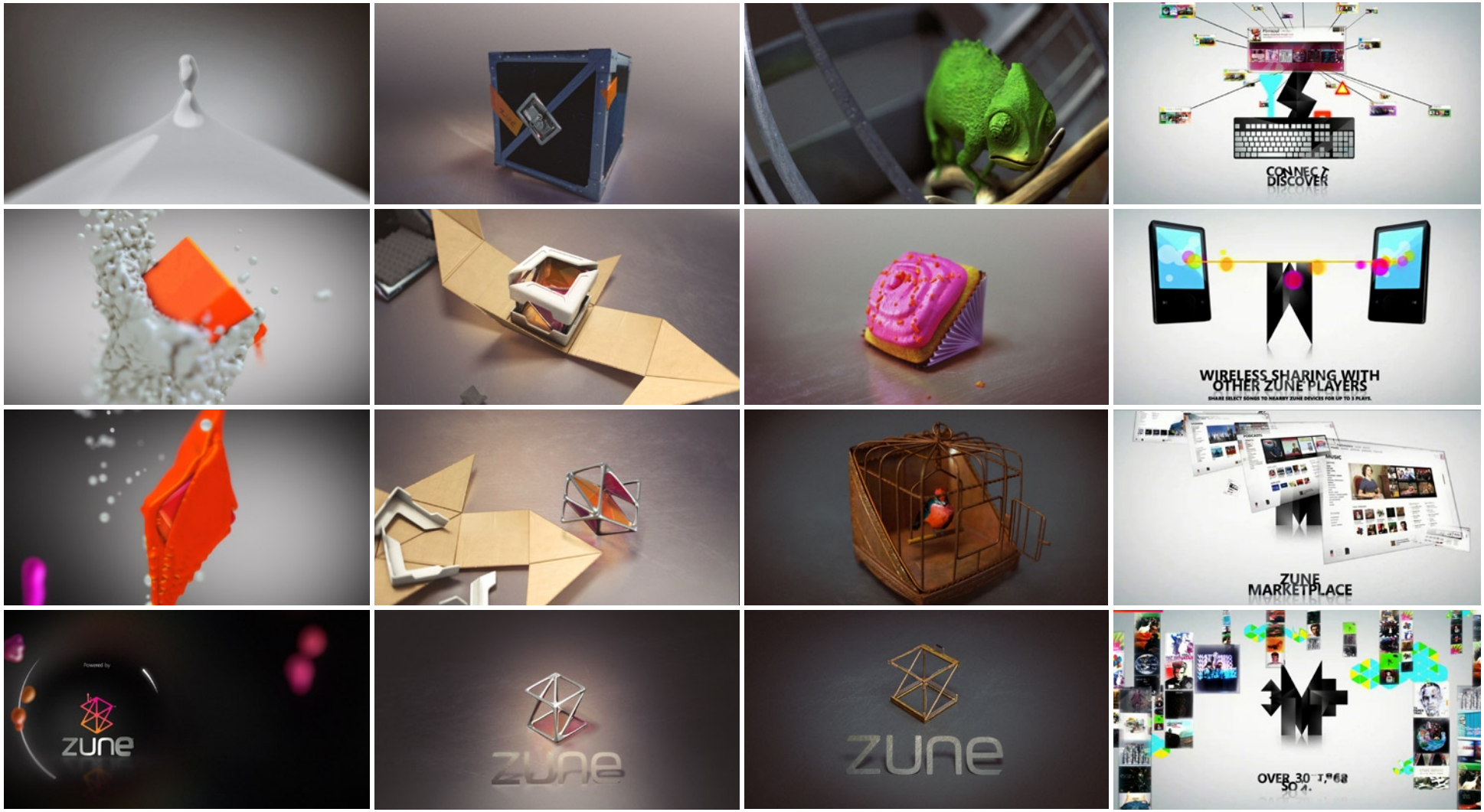


PRINT

This print campaign is primarily designed to introduce Zune devices, but it also creatively applies signature Zune branding elements to relate a holistic brand story. Because of this, there are several key components that need to be considered and maintained throughout the work. Understanding the balance and interplay of Zune's signature elements is crucial.

MOTION

These screen shots from recent animated brand assets demonstrate the essential values of raw deluxe – artistic craftsmanship sparkling with an innate sense of personality.



PACKAGING

zune

Zune product packaging exhibits many brand elements. The Orangenta gradient is a sharp whimsical accent on an otherwise premium looking package with iconographic product photography and consistent brand typography.

PACKAGING

zune originals

Even though Zune Originals follows its own slightly different set of brand guidelines, this packaging is still a relevant example of the overall brand story – while materials are even more physically deluxe and textural, the diagonal slash label adds a pop flair with the clean gold type and white backgrounds.

PACKAGING

zune ltd

Zune LTD epitomizes the most premium packaging created for the Zune brand. Every packaging element is designed to be a keepsake, from the album-sized fabric covered folio to the fabric wrapped premium headphones.

DIGITAL

user interface

DEVICE BRANDED SCREEN

Use this combination in circumstances where no other Zune marketing material or branded assets are available.

DEVICE U.I. SCREEN

This is the default screen for Zune devices when it's located in Zune branded applications in print, digital or environmental. Legibility of the screen is crucial.

Background graphic shouldn't interfere with menu visibility.

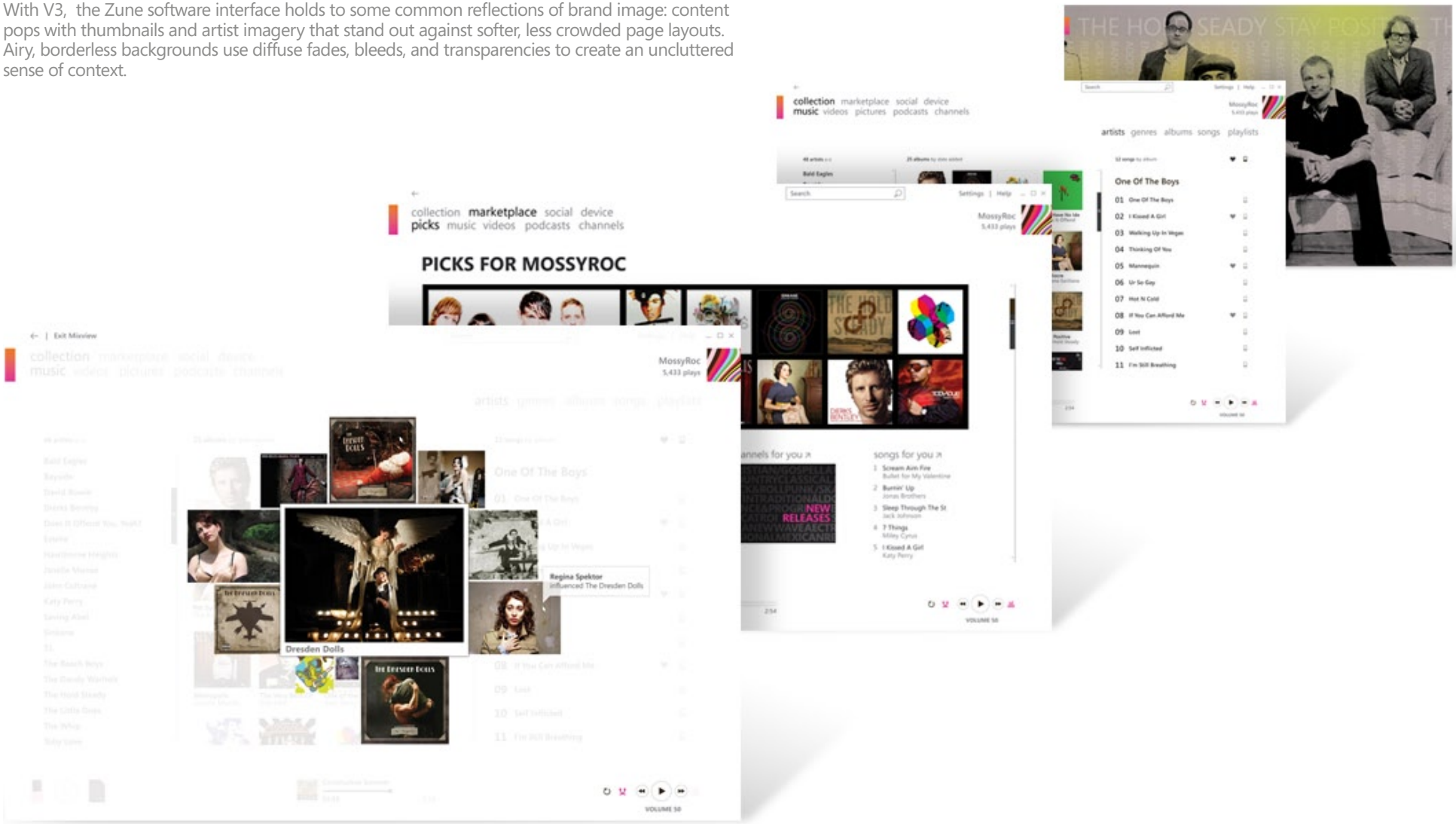
DEVICE-IN-ACTION SCREEN

Use this screen when the application requires a demonstration of Zune device capabilities and functions.

DIGITAL

zune software

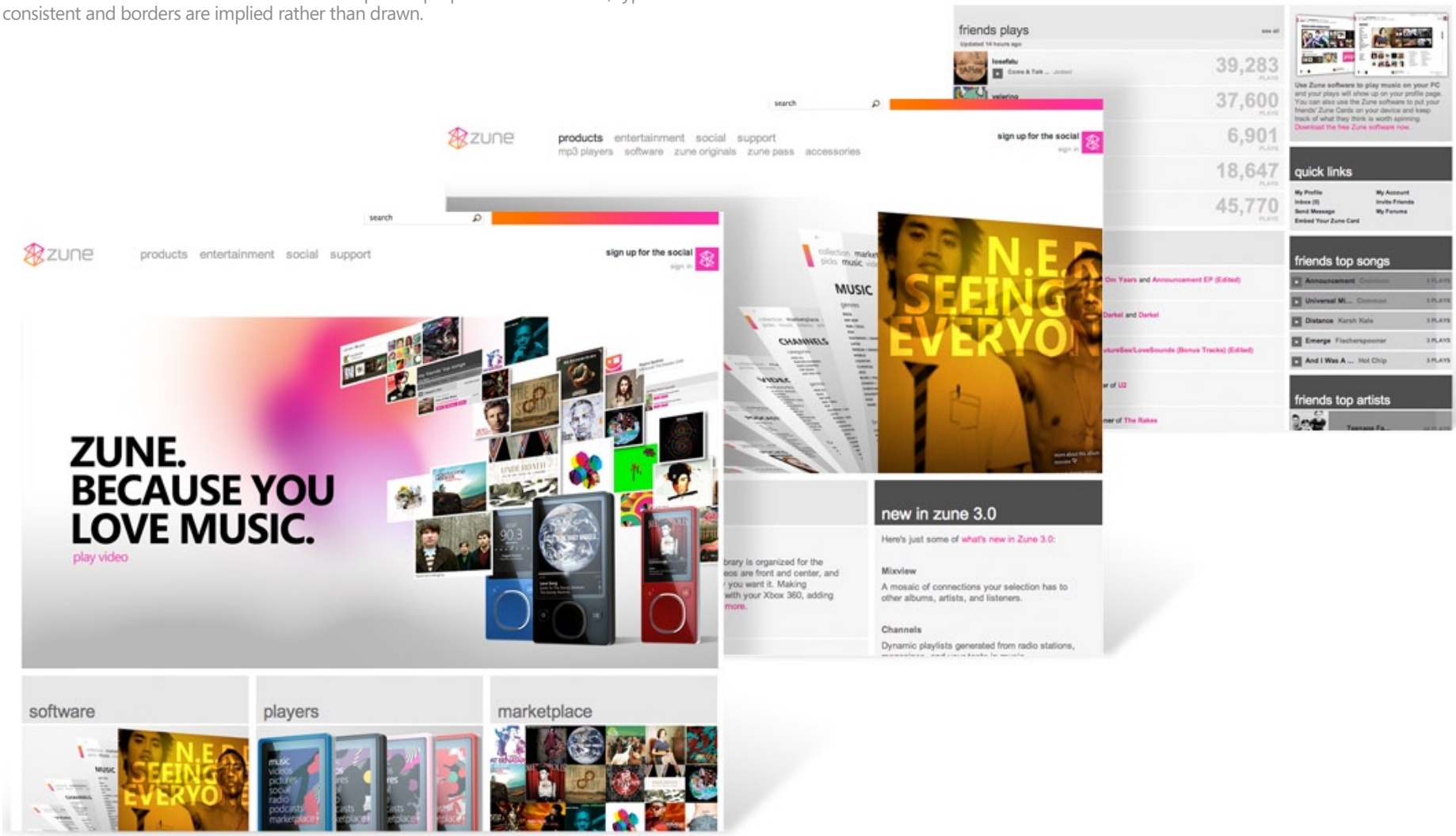
With V3, the Zune software interface holds to some common reflections of brand image: content pops with thumbnails and artist imagery that stand out against softer, less crowded page layouts. Airy, borderless backgrounds use diffuse fades, bleeds, and transparencies to create an uncluttered sense of context.



DIGITAL

zune.net

While the new look of zune.net includes a distinctly localized style and modular content blocks, it still adheres to basic brand elements – correct palette proportions are evident, type conventions are consistent and borders are implied rather than drawn.



DIGITAL

zuneoriginals.net

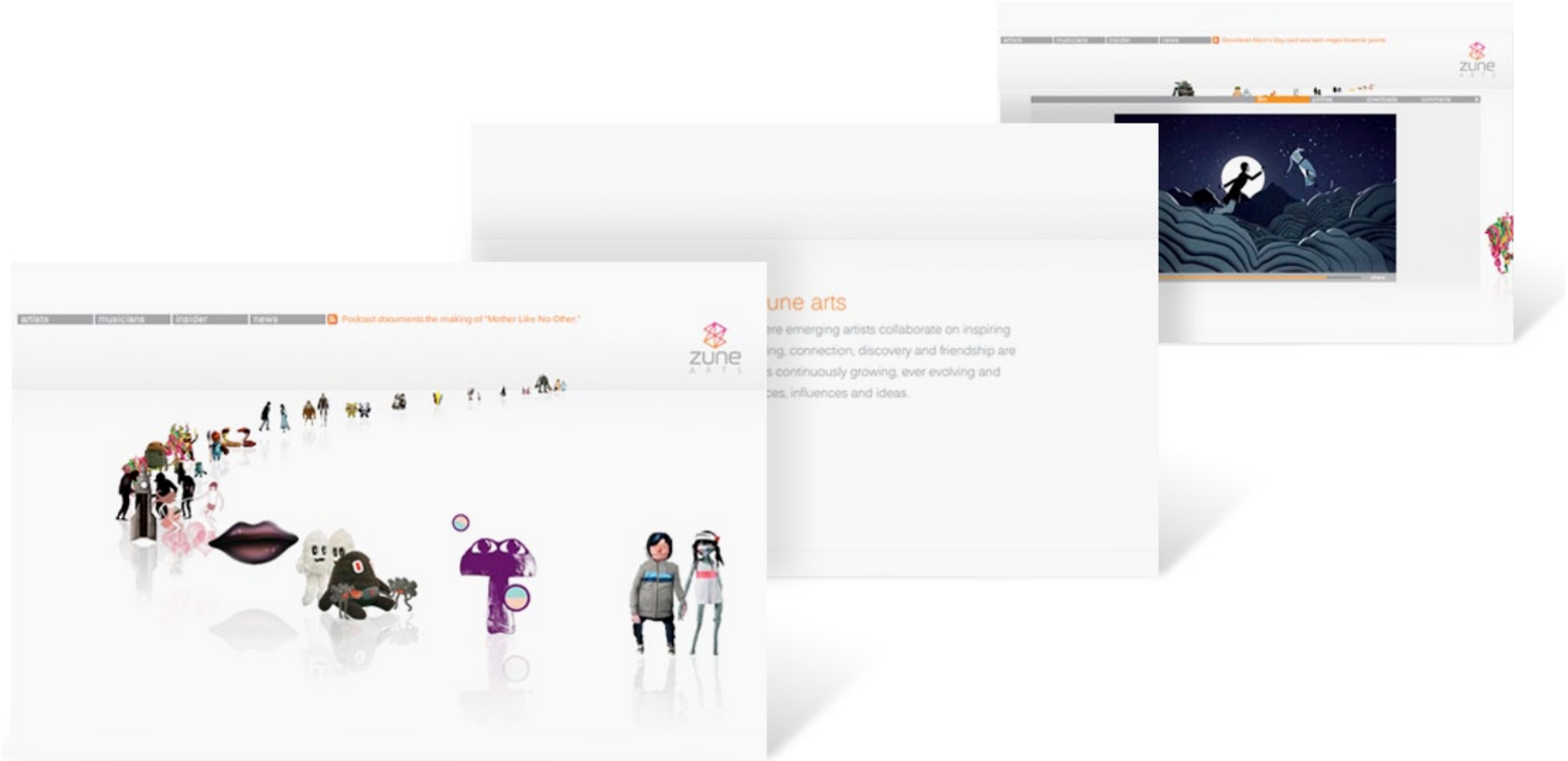
Zune Originals has a slightly different, very premium feeling set of brand guidelines based around exclusive artwork. The flash-animated website features a color palette and proportions consistent with other applications – but some headlines and pop text feature an additional gold color. The open, borderless background style is present. signature gradient is conspicuously absent. A separate style guide is available for Zune Originals.

DIGITAL

zune-arts.net

More closely tied in spirit with Zune Originals, zune-arts.net features a flash-animated interface supporting a gallery of original art, animation and video curated by Zune. Backgrounds are spacious, white / grey fields, and lined borders are avoided wherever possible.

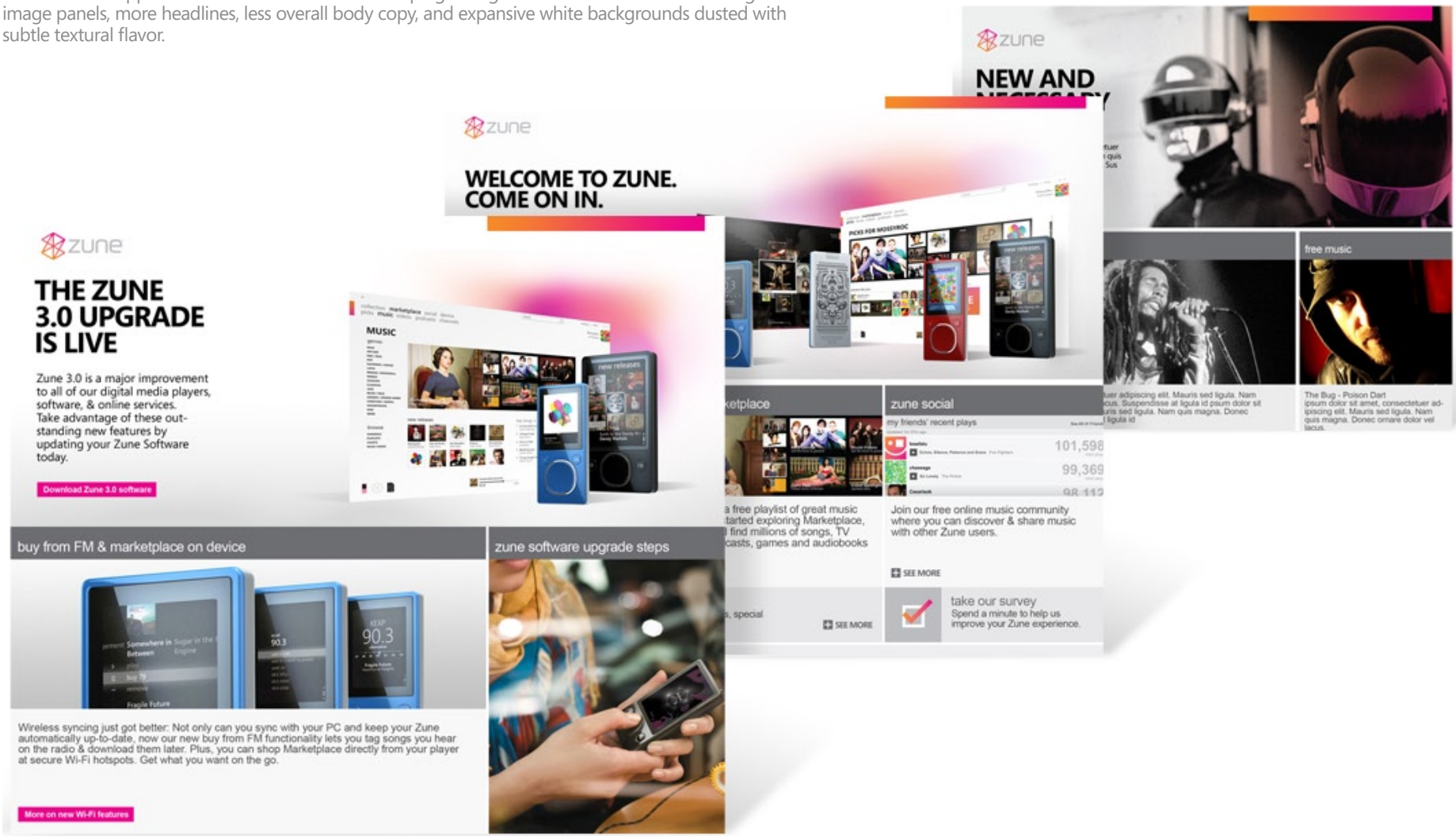
zune-arts.net conforms to basic brand integrity while displaying its own local style.



DIGITAL

crm

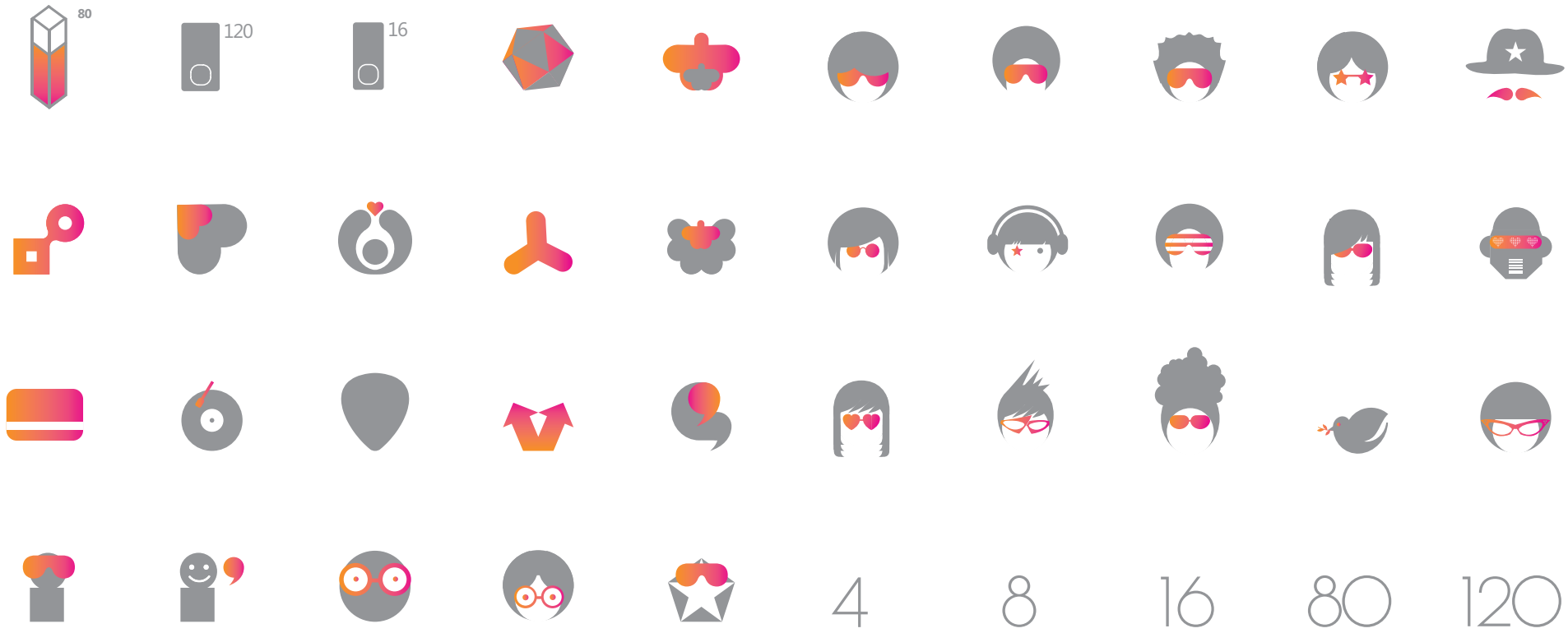
Consumer Reach Marketing includes ongoing email programs. These communications have been overhauled to appear less crowded and more in keeping with general brand asthetics - with larger image panels, more headlines, less overall body copy, and expansive white backgrounds dusted with subtle textural flavor.



DIGITAL

icons/badges

These designs for Zune-related achievement badges indicate how a grounding color grey can be accented by Orangenta to create icons with obvious signature style.



EXPERIENTIAL

retail-pop

These executions play with many V3 design fundamentals we've covered in other examples – ambient, energetic, and boundless. The palette proportions are sound, and primary photography features signature gradient color flourishes, accented with diagonal slashes. Inset thumbnails and device images are crisp and lack additional borders.

Note that with the new "energy clouds" in photography, our traditional orange-to-magenta color scale has extended slightly on both ends, admitting a wider range of purple and yellow accents. This expanded color scale and graphic energy are also prevalent in the new Zune Pass trial cards.

EXPERIENTIAL

zune l.a.

Zune L.A. is our community gallery and event showplace in Los Angeles. It's also the environmental embodiment of our raw deluxe material design philosophy. It's organic and luxurious, spacious and welcoming - while artistic, original and often unexpected details shine throughout.

RAW DELUXE

luxury craftmanship

Zune's design philosophy reflects contemporary perspectives on luxury craftsmanship. Warm tones, organic textures and materials, and a deft human touch wrap our technology in a vibrant, premium context that radiates understated eco-chic.

COLLATERAL, MERCHANDISING AND PROMOTIONAL

PATTERNS AND ABSTRACTIONS

The Zune patterns are a subtle reinforcement of the brand. Used properly, the Zune patterns act as a visual device, adding a layer of textural richness. Patterns are an important part of Zune visual language. They bring a deluxe element into the mix. Our patterns begin with the idea of connections.

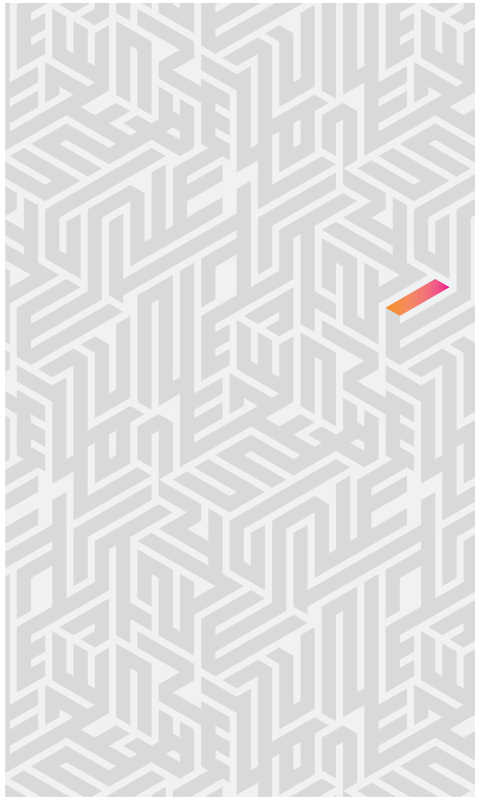
The patterns are meant to serve as a background only (i.e., package interior, screened background, etc.) not as a primary design element. As a result, patterns should never stand out conspicuously. Pattern scale should be smaller to reinforce the pattern usage as a background element. When the scale of the pattern is large, the pattern runs the risk of emerging as a primary design element. Examples of the recommended scale of the pattern are shown on this page.

They are meant to be used as a premium accent "NEVER" as a primary element that takes attention away from the main focus. Patterns can be interpreted in multiple ways and use across the border in Zune communications.

ORG 1

ORG 2

ORG 3



ORG 4

LOGO TRADEMARK AND COPYRIGHT

Microsoft's trademarks and service marks are valuable corporate assets. These guidelines describe the proper employments of the Zune trademark.

TRADEMARK ATTRIBUTION

When using "Zune" alone, attach the registered trademark symbol ® at the upper right corner immediately following the name, i.e. Zune. This symbol should be used at the first or most prominent mention of the name. In the lockup and graphic applications, the term "zune" appears in all lowercase in our licensed font; however, the capitalization convention in copy text is to capitalize the "Z" and use lowercase for the rest of the name.

Include the following notice on any materials referencing Zune: "Microsoft, Zune, and the Zune logo are trademarks of the Microsoft group of companies."

If other Microsoft trademarks are mentioned in your materials, include those additional trademarks in the notice above, listing them in alphabetical order after "Microsoft."

DESCRIPTOR

Trademarks identify the Company's intellectual property. As a part of language, the trademark functions as a proper adjective that modifies the generic name or descriptor of a product or service. Zune is a brand of both entertainment devices and related products and programs from Microsoft. The official descriptor for the Zune device is "digital media player," i.e. Zune® digital media player." Use the appropriate descriptor immediately after first mention of the name in print or at first mention in each chapter of documentation that references the name.

THINGS TO AVOID

Zune is not a generic term – it is the name of an entertainment brand, as well as the name of our first portable entertainment device. You should always make sure that the context in which you are using Zune is very clear, and you should never use Zune as a verb or use it in a plural form.

EXAMPLES:
DO: Great new music available on Zune.
DON'T: Zune's great new music.

DO: They bought two Zune devices.
DON'T: They bought two Zunes.

DO: Send me that song.
DON'T: Zune me that song.

Zune is in a unique position as it is both the name of our brand and the name of our first device. When referring to the name of the device, it's acceptable to use a pronoun, such as "Connect your Zune to your PC," as long as it is clear that you are referring to an actual Zune device. If there is any confusion, then the word "device" should be added to the text in order to clarify. In general, try to include a descriptor approximately 20% of the time.

Our trademarks should never be abbreviated. Do NOT use "Z" by itself to represent "Zune." Do NOT create new "Z" names to indicate an association with Zune. The brand is "Zune" not "Z."

EXAMPLES:
DO: Zune specifications
DON'T: Z-specs

LOGO LOCK-UPS

guidelines for trademark association

When the Logo & Wordmark appear together in the primary horizontal lockup, the ™ must be positioned to the upper right of the wordmark, adjacent to the "e" in "zune." In the secondary vertical lockup, a ™ should appear to the upper right of the logo, as shown.

An ® should appear on the upper right of the wordmark, adjacent to the "e" in "zune." Each of the logo lockup files contains three sizes that have been created to accommodate trademark and other legal requirements. Be sure to use the size appropriate to the application.

PRIMARY LOGO LOCK-UPS

Small

Medium

Large

Use the small lockup if the width of the lockup is greater than .75″ but less than or equal to 1.5″.

Use the medium lockup if the width of the lockup is greater than 1.5″ but less than or equal to 3″.

Use the large lockup if the width of the lockup is greater than 3″ but less than or equal to 6″.

SECONDARY LOGO LOCK-UPS

Small

Medium

Large

Use the small lockup if the width of the lockup is greater than .75″ but less than or equal to 1.5″.

Use the medium lockup if the width of the lockup is greater than 1.5″ but less than or equal to 3″.

Use the large lockup if the width of the lockup is greater than 3″ but less than or equal to 6″.

SINGULAR LOGO LOCK-UPS

singular logo sizes

Small

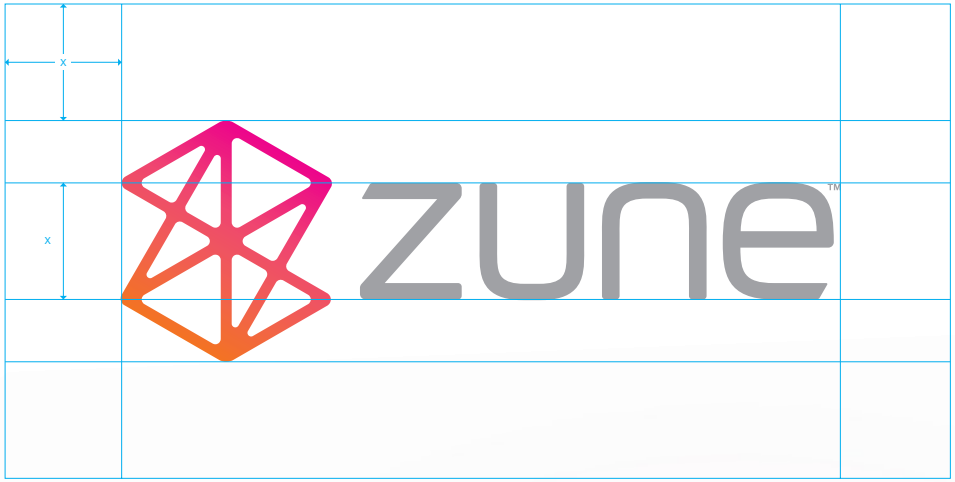
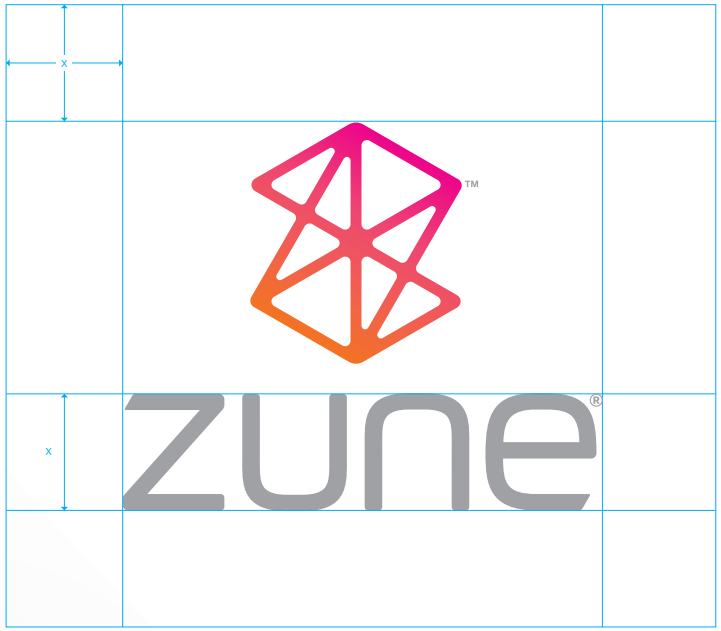
Medium

Large

Use the small lockup if the width of the lockup is greater than .75″ but less than or equal to 1.5″.

Use the medium lockup if the width of the lockup is greater than 1.5″ but less than or equal to 3″.

Use the large lockup if the width of the lockup is greater than 3″ but less than or equal to 6″.

SPATIAL RELATIONSHIPS

Maintain the appropriate amount of clear territory around the lockup. The x-height of the wordmark is used as the ruler for relative vertical & horizontal clear space you need to keep open around the lockup. For all executions, the Zune logo lockup must be at least equal to (if not larger than) any other logos (3rd party, other brands, etc...) appearing in the same layout.